

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A product configuration display system comprising:

a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal, said data center configured to receive at least one request to change a product presentation from said buyer terminal;

at least one three-dimensional representation of a first product stored in said storage media, said at least one three-dimensional representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product; and

a product display module operably connected to said storage media and configured to execute in said data center, said product display module including a definition of a product display screen accessible by said buyer terminal, said product display module configured to receive a request to change a product presentation through said product display screen, said request comprising user-selected alterations of physical product exterior/interior options, said product display module configured to display the changed product presentation comprising said user-selected alterations of physical product exterior/interior options in said product display screen by modifying said definition of the product display screen.

2. (Original) The system as defined in Claim 1, wherein said at least one three-dimensional representation of said first product is a three-dimensional model of said first product.

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3. (Original) The system as defined in Claim 1, wherein said at least one three-dimensional representation of said first product is at least one three-dimensional photograph of said first product.

4. (Original) The system as defined in Claim 1, wherein said definition of said product display screen includes a manufacturer suggested retail price and an adjusted price.

5. (Original) The system as defined in Claim 1, wherein said rotating includes rotating about a first axis then rotating about a second axis.

6. (Previously Presented) The system as defined in Claim 5, wherein said first axis is a substantially horizontal axis and said second axis is a substantially vertical axis.

7. (Original) The system as defined in Claim 5, wherein said first axis is a substantially vertical axis and said second axis is a substantially horizontal axis.

8. (Original) The system as defined in Claim 1, wherein said rotating is continuous.

9. (Original) The system as defined in Claim 1, wherein said rotating is about a point within the interior of said three-dimensional representation of the product.

10. (Original) The system as defined in Claim 1, wherein said rotating is about a point on the exterior of said three-dimensional representation of the product.

11. (Original) The system as defined in Claim 1, wherein said three-dimensional representation can be rotated to illustrate a constant source of light.

12. (Original) The system as defined in Claim 1, wherein said request to change said product presentation includes a request to change a product perspective view.

13. (Original) The system as defined in Claim 12, wherein said request to change said product perspective view includes changing a reference angle.

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14. (Original) The system as defined in Claim 12, wherein said request to change said product perspective view includes changing said rotating to a different direction.

15. (Original) The system as defined in Claim 1, wherein said request to change said product presentation includes a request to change a product configuration.

16. (Original) The system as defined in Claim 1, wherein said request to change said product presentation includes a request to change a product color.

17.-37 (Canceled)

38. (Currently Amended) A method of presenting at least one product configuration over a network, comprising the acts of:

providing a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal, said data center configured to receive at least one request to change a product presentation from said buyer terminal, said request comprising user-selected alterations of physical product exterior/interior options;

providing at least one three-dimensional representation of a first product stored in said storage media, said at least one three-dimensional representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product;

providing a definition of a product display screen accessible by a buyer terminal, said definition of said product display screen includes a product presentation, wherein said product presentation includes at least one perspective view of said first product;

receiving a request to change said product presentation from a buyer terminal, said request comprising user-selected alterations of physical product exterior/interior options; and

modifying said definition of said product display screen according to said request to change said product presentation comprising said user-selected alterations of physical product exterior/interior options.

39. (Original) The method as defined in Claim 38, wherein said at least one three-dimensional representation of said first product is a three-dimensional model of said first product.

40. (Original) The method as defined in Claim 38, wherein said at least one three-dimensional representation of said first product is at least one three-dimensional photograph of said first product.

41. (Original) The method as defined in Claim 38, wherein said definition of said product display screen includes a manufacturer suggested retail price and an adjusted price.

42. (Original) The method as defined in Claim 38, wherein said rotating includes rotating about a first axis then rotating about a second axis.

43. (Previously Presented) The method as defined in Claim 42, wherein said first axis is a substantially horizontal axis and said second axis is a substantially vertical axis.

44. (Original) The method as defined in Claim 42, wherein said first axis is a substantially vertical axis and said second axis is a substantially horizontal axis.

45. (Original) The method as defined in Claim 38, wherein said rotating is continuous.

46. (Original) The method as defined in Claim 38, wherein said rotating is about a point within the interior of said three-dimensional representation of the product.

47. (Original) The method as defined in Claim 38, wherein said rotating is about a point on the exterior of said three-dimensional representation of the product.

48. (Original) The method as defined in Claim 38, wherein said three-dimensional representation can be rotated to illustrate a constant source of light.

49. (Original) The method as defined in Claim 38, wherein said request to change said product presentation includes a request to change a product perspective view.

50. (Original) The method as defined in Claim 49, wherein said request to change said product perspective view includes changing a reference angle.

51. (Original) The method as defined in Claim 49, wherein said request to change said product perspective view includes changing said rotating to a different direction.

52. (Original) The method as defined in Claim 38, wherein said request to change said product presentation includes a request to change a product configuration.

53. (Original) The method as defined in Claim 38, wherein said request to change said product presentation includes a request to change a product color.

54. (Original) The method as defined in Claim 38, further comprising the acts of:
providing at least one three-dimensional representation of a second product stored in said storage media;
receiving a request to change said product presentation by combining said at least one representation of said second product with said at least one representation of said first product.

55. (Original) The method as defined in Claim 38, further comprising the acts of:
providing at least one three-dimensional representation of a second product stored
in said storage media; and

receiving a request to change said product presentation by removing substantially
said at least one representation of said second product from said at least one
representation of said first product.

56. (Original) The method as defined in Claim 38, further comprising the acts of:
providing at least one three-dimensional representation of a second product stored
in said storage media; and

receiving a request to change said product presentation by replacing substantially
said second product contained within said at least one representation of said first product
with said at least one representation of said second product.

57. (Original) The method as defined in Claim 38, further comprising the acts of:
providing at least one three-dimensional representation of a second product stored
in said storage media; and

receiving a request to change said product presentation by superimposing said at
least one representation of said first product and said at least one representation of said
second product.

58.-66. (Canceled)

67. (Currently Amended) A product configuration display system comprising:
a data center having a microprocessor operably connected to a storage media, said
data center configured to be networked with at least a buyer terminal, said data center

configured to receive at least one request to change a product presentation from said buyer terminal;

at least one three-dimensional representation of a first product stored in said storage media, said at least one three-dimensional representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product; and

a product display module operably connected to said storage media and configured to execute in said data center, wherein said product display module includes a definition of a product display screen accessible by said buyer terminal, wherein said product display module is configured to receive one or more requests to change a product presentation of said first product and said second product through said product display screen wherein said request comprises user-selected alterations of physical product exterior/interior options to create modified product presentations of said first and second products, wherein said first and second modified product presentations are stored as first and second stored product presentations, and wherein said product display module is configured to retrieve and simultaneously display said first and second stored product presentations comprising said user-selected alterations of physical product exterior/interior options in said product display screen by modifying said definition of the product display screen.

68. (Previously Presented) The system of Claim 67, wherein said first product and said second product are the same product, and wherein said first and second stored product presentations have different user-selected alterations of physical product exterior/interior options.